



Super Sunday Road Race
Electric 5k
Back To School Party Race
The Official Las Cruces Thanksgiving Day Turkey Trot

Summer Youth Running Program

March 2017

To: Las Cruces area businesses, corporate entities, and health service organizations,

Re: Sponsor request for Las Cruces Running Club 2017 races

Since 2011 Las Cruces Running Club (LCRC) has been the backbone of the Las Cruces running community. We have developed a series of quality annual races run on closed courses. Our Electric 5k, Back to School run, Turkey Trot and Super Sunday Road Race draw more than 1000 runners.

Importantly, LCRC has established a Summer Youth Running Program, receiving stipends from the City of Las Cruces Parks and Recreation Board to initiate the program and help it grow. LCRC is also funding the program through profits from our races. The program consists of five one-mile races free to youths who are in the 8th grade and younger. The program culminates in a Back to School run open to everyone, the proceeds of which go to area high school cross-country teams.

Our support for young runners continue all year, with youths under 12 allowed free entry in our one-mile fun runs at all races.

We need sponsors for our upcoming events: Summer Youth Running Program, Electric 5k, Back 2 School Party Race in support of local high school cross-country teams, Turkey Trot and Super Sunday run.

LCRC offers sponsor support through our website, logo placement on race shirts and event banners, as well as product and literature placement and promotion to participating runners at events.

Sponsor levels: Olympic - \$2000 (identified in ALL LCRC communications)

Gold \$1000 / Silver \$500 / Bronze \$250 / Media Sponsor (provide online, print, radio, tv)

LCRC is a 501 (C) (4) Non-Profit Organization dedicated to promoting the development and growth of area running, running events and supporting the interests of recreational runners throughout the Las Cruces area. Sponsorships are tax-deductible business expenses for the contributor. Join our Club!

Please consider if your business or organization can contribute and support the healthy activity of running, the running community in this area, and running race events produced by Las Cruces Running Club.

Please contact us to discuss or if you have any questions by email or phone:

Randy Castellano: (Vice President, Las Cruces Running Club) 575-640-8721

Mike Lilley: (President, Las Cruces Running Club) lilley@zianet.com / 575-312-2584

Please visit our web site lascrucesrunningclub.com and "**Thank you**" for your time and consideration,

Las Cruces Running Club

Las Cruces Running Club, PO Box 8015, Las Cruces NM 88006

email: register@lascrucesrunningclub.com